

Amendments to the Claims

1. (Currently Amended) A method in a subscriber television system (STS), the method comprising the steps of:

displaying a first video stream to a subscriber in a video area of a screen display;
providing a plurality of media content instances to be displayed to [[a]] the subscriber;
providing at least one exclusive trigger synchronized with a first media content instance of the plurality of media content instances; and
enabling at least one exclusive content restriction responsive to a reception of the at least one trigger, the at least one content restriction enabling display of all media content instances except for particular media content instances of the plurality of media content instances, the particular media content instances associated with the at least one exclusive trigger;

receiving an activation of an application in an application area of the screen display;
responsive to receiving the activation of the application, displaying one of the media content instances not excluded by the exclusive trigger in an advertisement area of the screen display simultaneously with the display

of the first video stream in the video area of the screen display and the application in the application area of the screen display.

2. (Canceled).

3. (Canceled).

4. (Previously Presented) The method of claim 1, wherein the at least one content restriction requires a particular second media content instance of the plurality of media content instances to be excluded from display for a time period.

5. (Previously Presented) The method of claim 4, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the particular second media content instance of the plurality of media content instances is excluded from display during the display of the first media content instance of the plurality of media content instances.

6. (Canceled)

7. (Original) The method of claim 1, wherein the at least one trigger includes the at least one content restriction.

8. (Original) The method of claim 1, wherein the at least one trigger comprises information indicating the location of at least one media content instance needed to satisfy the at least one content restriction.

9. (Original) The method of claim 1, wherein the at least one trigger comprises at least one media content instance needed to satisfy the at least one content restriction.

10. (Currently Amended) A method in a subscriber television system (STS), the method comprising the steps of:

displaying a first video stream in a video area of a screen display of a client

device;

providing a plurality of media content instances to be displayed to a subscriber by [[a]] the client device;

providing at least one exclusive trigger synchronized with a first media content instance of the plurality of media content instances, the at least one exclusive trigger comprising at least one unique identifier;

enabling at least one content control module in the client device, the at least one content control module comprising a database of a plurality of values for a plurality of unique identifiers, the plurality of values being individually matched with a corresponding content restriction, the content restriction enabling display of all media content instances

except for particular media content instances of the plurality of media content instances, the particular media content instances associated with the at least one exclusive trigger;

receiving the at least one exclusive trigger at the client device;

interpreting a value of the at least one exclusive trigger by the at least one content control module; and

enabling the at least one content control module to reference the database with the value and determine at least one enabled content restriction;

displaying an application interface and receiving an activation of an application in an application area of the screen display of the client device;

responsive to receiving the activation of the application, displaying one of the media content instances not excluded by the exclusive trigger in an advertisement area of the screen display of the client device

simultaneously with the display of the first video stream in the video area of the screen display of the client device and the application interface in the application area of the screen display of the client device.

11. (Currently Amended) The method of claim 10, wherein the client device displays [[a]] the screen display comprising [[an]] the application interface in the application area of the screen display of the client device, an advertisement banner in the advertisement

area of the screen display of the client device, and [[a]] the video stream in the video area of the screen display of the client device, the video stream displaying the first media content instance of the plurality of media content instances, the first media content instance of the plurality of media content instances being a commercial.

12. (Previously Presented) The method of claim 11, wherein the content restriction excludes the display of a second media content instance of the plurality of media content instances in the advertisement banner.

13. (Previously Presented) The method of claim 12, wherein the second media content instance of the plurality of media content instances is associated with a competitor funding entity of the commercial.

14. (Previously Presented) The method of claim 11, wherein the at least one enabled content restriction allows the display of any of the plurality of media content instances in the advertisement banner not excluded by the content restriction.

15. (Previously Presented) The method of claim 14, wherein at least one of the plurality of media content instances excluded by the content restriction is media content associated with a competitor of a funding entity of the commercial.

16. (Previously Presented) The method of claim 11, wherein the at least one

enabled content restriction is an inclusive/exclusive combination content restriction, and wherein the inclusive/exclusive combination content restriction requires the display of a second media content instance of the plurality of media content instances in the advertisement banner if available, the second media content instance of the plurality of media content instances being associated with a funding entity of the commercial, if the second the media content is not available, then the inclusive/exclusive combination content restriction requires the display of a third of the plurality of media content instances in the advertisement banner, the third of the plurality of media content instances being any media content not associated with a competitor of a funding entity of the commercial.

17. (Currently Amended) A method in a subscriber television system (STS), the method comprising the steps of:

inserting, within an available insertion area in at least one transport stream, at least one exclusive trigger having at least one content restriction, the at least one content restriction enabling the display of all content except for particular content, the particular content associated with the at least one exclusive trigger; and

distributing the at least one transport stream with the at least one exclusive trigger to a plurality of client devices;

displaying a first video stream in a video area of a screen display of at least one of the plurality of client devices;

displaying an application interface and receiving an activation of an application in an application area of the screen display of at least one of the plurality of client devices;
responsive to receiving the activation of the application, displaying one of the media content instances not excluded by the exclusive trigger in an advertisement area of the screen display of at least one of the plurality of client devices simultaneously with the display of the first video stream in the video area of the screen display of at least one of the plurality of client devices and the application interface in the application area of the screen display of at least one of the plurality of client devices.

18. (Previously Presented) The method of claim 17, wherein the at least one content restriction excludes the insertion of at least one designated media content instance, and wherein the designated media content instance is excluded from the available insertion area in the at least one transport stream.

19. (Original) The method of claim 18, wherein the at least one designated media content instance is a local commercial.

20. (Original) The method of claim 17, wherein the at least one content restriction is an exclusive content restriction requiring the exclusion of at least one

designated media content instance.

21. (Currently Amended) A method in a subscriber television system (STS), the method comprising the steps of:

providing a plurality of media content instances to be displayed to a subscriber, a

first media content instance of the plurality of media content instances comprising a video stream and a second media content instance of the plurality of media content instances comprising a particular advertisement;

providing at least one exclusive trigger synchronized with a priority event in the video stream; and

enabling display of all media content instances, while excepting the particular advertisement from being displayed simultaneously with the priority event in the video stream, the particular advertisement associated with the at least one exclusive trigger;

displaying the priority event in the video stream in a video area of a screen

display of a client device;

displaying an application interface and receiving an activation of an application in an application area of the screen display of the client device;

responsive to receiving the activation of the application, displaying one of
the media content instances not excluded by the exclusive trigger
in an advertisement area of the screen display of the client device
simultaneously with the display of the priority event in the video
area of the screen display of the client device and the application
interface in the application area of the screen display of the client
device.

22. (Previously Presented) The method of claim 21, wherein the particular advertisement is selectable by the subscriber.
23. (Currently Amended) The method of claim 21, ~~wherein the particular advertisement is an image of a scene item, and wherein the priority event is a scene displayed in the video stream where [[the]] a scene item related to a first funding entity is represented, and wherein the particular advertisement is an image of an item similar to the scene item but related to a second funding entity.~~
24. (Currently Amended) A system in a subscriber television system (STS), the system comprising:
- a memory for storing logic;
 - a processor for executing the logic stored in memory;

logic configured to provide a plurality of media content instances to be displayed to a subscriber;

logic configured to provide at least one exclusive trigger synchronized with a first media content instance of the plurality of media content instances; and

logic configured to enable at least one content restriction responsive to a reception of the at least one exclusive trigger, the at least one content restriction enabling display of all media content instances except for particular media content instances of the plurality of media content instances, the particular media content instances associated with the at least one exclusive trigger;

logic for displaying a first video stream in a video area of a screen display of a client device;

logic for displaying an application interface and receiving an activation of an application in an application area of the screen display of the client device;

logic for responsive to receiving the activation of the application, displaying one of the media content instances not excluded by the exclusive trigger in an advertisement area of the screen display of the client device simultaneously with the display of the first video stream in the video area of the screen display of the client device

and the application interface in the application area of the screen
display of the client device.

25. (Original) The system of claim 24, wherein the least one content restriction requires a second media content instance of the plurality of media content instances to be displayed for a time period.

26. (Previously Presented) The system of claim 25, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the second media content instance of the plurality of media content instances is excluded simultaneously with the first media content instance of the plurality of media content instances.

27. (Original) The system of claim 24, wherein the least one content restriction requires a second media content instance of the plurality of media content instances to be excluded from display for a time period.

28. (Original) The system of claim 27, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the second media content instance of the plurality of media content instances is excluded from display during the display of the first media content instance of the plurality of media content instances.

29. (Previously Presented) The system of claim 24, wherein the at least one trigger comprises the at least one content restriction.

30. (Previously Presented) The system of claim 24, wherein the at least one trigger comprises at least one media content needed to satisfy the at least one content restriction.

31. (Currently Amended) A system in a subscriber television system (STS) client device, the system comprising:

a memory for storing logic in the STS client device;

a processor for executing the logic stored in memory in the STS client device;

logic configured to provide a plurality of media content instances to be displayed to a subscriber;

logic configured to provide at least one exclusive trigger synchronized with a first media content instance of the plurality of media content instances; and

logic configured to enable at least one content restriction responsive to a reception of the at least one exclusive trigger, the at least one content restriction enabling display of all media content instances except for particular media content instances of the plurality of media content instances, the particular media content instances associated with the at least one exclusive trigger;

logic for displaying a first video stream in a video area of a screen display of a client device;

logic for displaying an application interface and receiving an activation of an application in an application area of the screen display of the client device;

logic for responsive to receiving the activation of the application, displaying one of the media content instances not excluded by the exclusive trigger in an advertisement area of the screen display of the client device simultaneously with the display of the first video stream in the video area of the screen display of the client device and the application interface in the application area of the screen display of the client device.

32. (Previously Presented) The system of claim 31, wherein the least one content restriction excludes a second media content instance of the plurality of media content instances from being displayed for a time period.

33. (Previously Presented) The system of claim 32, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the second media content instance of the plurality of media content instances is excluded simultaneously with the first media content instance of the plurality of media content instances.

34. (Currently Amended) A system in a subscriber television system (STS) headend device, the system comprising:

a memory for storing logic in the STS headend device;

a processor for executing the logic stored in memory in the STS headend device;

logic configured to provide a plurality of media content instances to be displayed to a subscriber;

logic configured to provide at least one trigger synchronized with a first media content instance of the plurality of media content instances; and

logic configured to enable at least one content restriction responsive to a reception of the at least one exclusive trigger, the at least one content restriction enabling display of all media content instances except for particular media content instances of the plurality of media content instances, the particular media content instances associated with the at least one exclusive trigger;

logic for displaying a first video stream in a video area of a screen display of a client device;

logic for displaying an application interface and receiving an activation of an application in an application area of the screen display of the client device;

logic for responsive to receiving the activation of the application, displaying one of the media content instances not excluded by the exclusive trigger in an advertisement area of the screen display of

the client device simultaneously with the display of the first video stream in the video area of the screen display of the client device and the application interface in the application area of the screen display of the client device.

35. (Previously Presented) The system of claim 34, wherein the least one content restriction excludes a second media content instance of the plurality of media content instances to be displayed for a time period.

36. (Previously Presented) The system of claim 35, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the second media content instance of the plurality of media content instances is excluded simultaneously with the first media content instance of the plurality of media content instances.

37. (Currently Amended) A system in a subscriber television system (STS) headend, the system comprising:

a memory for storing logic in the STS headend;
a processor for executing the logic stored in memory in the STS headend;
logic configured to allow the STS headend to receive and distribute at least one transport stream to a plurality of client devices, the STS headend comprising an administrative content control module; and

logic configured to enable at least one exclusive trigger to be synchronized with an available insertion area in the at least one transport stream, the at least one exclusive trigger comprising at least one content restriction, the at least one content restriction enabling display of all media content instances except for at least one particular media content instance of the plurality of media content instances, the at least one particular media content instance associated with the at least one exclusive trigger;

logic for displaying a first video stream in a video area of a screen display of a client device;

logic for displaying an application interface and receiving an activation of an application in an application area of the screen display of the client device;

logic for responsive to receiving the activation of the application, displaying one of the media content instances not excluded by the exclusive trigger in an advertisement area of the screen display of the client device simultaneously with the display of the first video stream in the video area of the screen display of the client device and the application interface in the application area of the screen display of the client device.

38. (Previously Presented) The system of claim 37, wherein the at least one content

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restriction excludes the insertion of at least one designated media content, and wherein the administrative content control module allows the insertion of the least one designated media content from the transport stream.